

Rep Order# 9781627 Ver# 1 Status New Traffic Order# Printed: 08/01/2012 2:16 PM 1 of 2
 EC'd No Last Received: 08/01/2012 1:51 PM
 Showing Buylines: All Lines

Station WWSB-TV SARASOTA, FL
 Advertiser () POLITICAL
 Product BUCHANAN FOR CONGRES
 Estimate# 207
 Buyer STEPHANIE KOHLBAUER
 Phone#
 Fax#
 Agency () MENTZER MEDIA SERVICES
 600 FAIRMOUNT AVE, SUITE 306
 TOWSON, MD 21286
 Agency C/P1/P2/E //207
 Flight Dates 08/02/2012 - 08/08/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () BRAD PHILLIPS
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

VERN BUCHANAN FOR CONGRESS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S
 REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN
 NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY
 BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO
 RACE OR ETHNICITY.

--- REMARKS ---

NEW BUCHANAN ORDER
 PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	6A-7A	NEWS	:30	\$175.00	08/02-08/03	1	1	1	\$175.00	
	2	TH-F	7A-9A	GMA	:30	\$225.00	08/02-08/03	1	1	1	\$225.00	
	3	TH-F	5P-530P	NEWS	:30	\$225.00	08/02-08/03	2	1	2	\$450.00	
	4	TH-F	530P-6P	NEWS	:30	\$300.00	08/02-08/03	1	1	1	\$300.00	
	5	TH-F	6P-630P	NEWS	:30	\$550.00	08/02-08/03	1	1	1	\$550.00	
	6	TH-SU	11P-1135P	NEWS	:30	\$425.00	08/02-08/05	2	1	2	\$850.00	
	7	M-W	6A-7A	NEWS	:30	\$175.00	08/06-08/08	2	1	2	\$350.00	
	8	M-W	7A-9A	GMA	:30	\$225.00	08/06-08/08	1	1	1	\$225.00	
	9	M-W	5P-530P	NEWS	:30	\$300.00	08/06-08/08	2	1	2	\$600.00	
	10	M-W	6P-630P	NEWS	:30	\$550.00	08/06-08/08	2	1	2	\$1,100.00	

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---REPORT TOTALS---

Report Totals: 15 / \$4,825.00

---SALES MONTHLY TOTALS---

Aug 12: 15 / \$4,825.00

Sales Totals: 15 / \$4,825.00

Station Totals: 15 / \$4,825.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$4,825

CABL 0%	UNKN 0%	WBSV 0%	WFLA 0%	WETS 0%
WTOG 0%	WTSP 0%	WTTA 0%	WTVT 0%	WWSB 100%

Books null
Demos RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

www.wwsb.tv

And:

MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE
SUITE 306
TOWSON, MD 21286

<u>Contract / Revision</u> 31197 /		<u>Alt. Order #</u> 09781627
<u>Product</u> 207/BUCHANAN FOR CONGRES		
<u>Contract Dates</u> 08/02/12 - 08/08/12		<u>Est. #</u> 207
<u>Advertiser</u> VERN BUCHANAN		<u>Original Date / Revision</u> 08/01/12 / 08/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/02/12	08/03/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				1	\$175.00			
N 2	7	08/02/12	08/03/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				1	\$225.00			
N 3	7	08/02/12	08/03/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$225.00			
N 4	7	08/02/12	08/03/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				1	\$300.00			
N 5	7	08/02/12	08/03/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				1	\$550.00			
N 6	7	08/02/12	08/05/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TFSS				2	\$425.00			
N 7	7	08/06/12	08/08/12	ABC 7 Sunrise News @	6a-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTW----				2	\$175.00			
N 8	7	08/06/12	08/08/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTW----				1	\$225.00			
N 9	7	08/06/12	08/08/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTW----				2	\$300.00			
N 10	7	08/06/12	08/08/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTW----				2	\$550.00			
Totals											15	\$4,825.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/08/12	15	\$4,825.00	\$4,101.25
Totals	15	\$4,825.00	\$4,101.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

<u>Contract / Revision</u>	<u>Alt. Order #</u>
31197 /	09781627

<u>Contract Dates</u>	<u>Product</u>	<u>Est. #</u>
08/02/12 - 08/08/12	207/BUCHANAN FOR C	207

<u>Advertiser</u>	<u>Original Date / Revision</u>
VERN BUCHANAN	08/01/12 / 08/01/12

Signature: _____ **Date:** _____

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